

PARKERGRAMS

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Mr. Parker's Trip Around The World

By GEO. S. PARKER, President.

PARKERGRAMS, since its inception, has been more or less of a personal organ from the president's office. It would be almost impossible for the writer to write personal letters of appreciation to the big list of loyal, wide-awake, progressive dealers who are selling Parker Pens. Therefore through the medium of PARKERGRAMS the writer has tried to convey his feelings, his appreciation, and knowledge concerning the line which you are handling. The writer likes to feel that the readers of PARKERGRAMS are his personal friends and with them he can send messages, in the absence of a personal call, that cement in a measure this bond of friendship.

Since the last issue of PARKERGRAMS with which the writer has had anything to do, he has made a trip which involved traveling some thirty-six thousand miles. It was a trip that started from Janesville and ended in Janesville. It was a trip, the first leg of which was to New York City; then to London and various parts of England; then over the Continent to Brussels, Belgium, and from Brussels to Amsterdam, Holland; then through northeastern Germany up to Copenhagen; then south again through the entire length of Germany; then west to France; east again to Switzerland and then over to Italy; thence by boat from Venice down the Adriatic and Mediterranean Sea to Port Said, which is at

the entrance of the great Suez Canal in Egypt; through the canal and out into the Indian Ocean for Bombay. From Bombay the journey was continued northward up into Agra and Delhi, India; then northeast through the historic city of Lucknow, which is famed for the great mutiny of 1857; then to the city of Benares, which has been a holy city for more than twenty-five hundred years and still is; then continuing on through various cities to the wonderful city of Calcutta.

From Calcutta the journey continued by ocean to Rangoon, India; ultimately to Penang and eventually to Singapore, which by the way is just a few miles from the equator. From Singapore the journey continued across the equator down into that wonderful land of Java, of which so little is known and especially by people of the United States, and it gives a surprise to most people to know that some forty million people live on this little oblong island. After visiting Java, the journey was resumed back across the equator to Singapore and north through the Federated Malay States; then south again eventually sailing from Singapore for Manila, where it looked good to see the flag of Uncle Sam flying again; from Manila to Hongkong, which is an English Possession on an island some thirty-five miles in circumference. Then northeast from Hongkong up to Canton; then the next stop was Shanghai,



Picadilly Circus, London. A typical view of London showing the double deck busses which are largely used instead of street cars.



Aboard the S. S. Trevore enroute for Bombay. The man at the left is Mr. Stella, the agent for Parker Pens in Bombay and Southern India.

PARKERGRAMS

Published Occasionally. Mostly From
The President's Pen

Articles written by Mr. Geo. S. Parker

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China, a most wonderful city of which more will be said later; then north again through China by rail up to Tientsin and Peking, and from there eventually over to Japan, which by the way, is surrounded by a tariff wall higher if anything, than that which surrounds the United States; and from Japan to Hawaii, which is a real part of the United States; and from there on to the mainland, San Francisco, and eventually home.



A typical rubber plantation in the Federated Malay States. Perhaps you can guess the name of the man in the white suit.



Coffee trees in Java, whence comes the most wonderful coffee in the world.

Impressions

I have been asked many times what my impression was of such a trip.

One of the most astonishing things to me has been the great number of people to be found outside of the United States of a different race, a different color, a different religion, different ways of thinking, and yet these people are men and women who have in many cases the highest of aspirations, living their lives in many instances on a high plane of morality, yet their skins are black, brown or yellow, as the case may be.



The home of W. Newman and Company, Ltd., Calcutta, who are one of the three large houses handling Parker Pens in Calcutta.

The hearts of these people, however, are just as true and just as loyal as are their brothers with the white skin. Some of the acquaintances the writer made there left a deep and lasting impression upon his mind and which he would like to renew and hopes to ultimately, yet they are of an entirely different color from the majority of the people in the United States.

Color after all, is largely a matter of living near the equator or far from it and keeping this up for centuries.



Rather gruesome. A criminal in Siam who is about to "pass out" by having his head clipped off with a sword in the hands of the villain immediately behind the victim.

During the trip, the writer was accompanied by Mrs. Parker and daughter, Virginia. The last mentioned went largely for pleasure and the benefit of travel. To an extent this also applied to the writer, but his part of the journey was largely a business trip. It was found that buyers in Singapore, Bombay, Calcutta, Batavia, Shanghai, Canton, and Peking were just as alive and alert to buying the best product in the writing line that can be had in America, (and that means the world), as those are at home.

Another thing, the foreign buyer in some respects is a better merchandiser than his white brother in either Europe or America. They buy larger quantities, make greater displays, possibly this is due to the fact that the source of supply is not so easy to get at as it is in Europe or America.

If it meets with the approval of the readers of PARKERGRAMS, perhaps the writer will from time to time tell you in particular concerning some of the people and countries visited if you find it interesting.

Over In China

Over in China, strange as it may seem to you, in the city of Shanghai, is located the Commercial Press Limited, which is one of the biggest printing plants of the world. It may surprise you when I tell you that this plant employes between three and four thousand people. You say, "Impossible! Such things are not done in China", but I tell you it is a fact and the people connected with this institution are as keen and live and wide-awake as any men in the world.

The general manager of this concern, Mr. Wang, is a native Chinese, and Mr. Bau, the head of the concern, together with many of their assistant managers, Mr. How, Mr. Ling, and



A typical scene on the streets of Bombay. The beasts of burden in India are the long horned oxen. The loads that are carried in the picture are cotton, of which there seems to be an endless procession going to the docks.



Suez Canal, which connects the Mediterranean with the Indian Ocean, passes through a barren, sandy country which was evidently the bed of the ocean at one time.

others are as keen and wide-awake business men as you will meet anywhere in the world.

The writer and Mrs. Parker had the honor of being entertained at one of the finest Chinese dinners one could possibly attend, and were guests of the general manager of this great concern. Incidentally, the writer is very proud to say that this firm stocks largely Parker Pens and he numbers them among his most valued acquaintances which were made on the long world-wide trip.

Concerning this wonderful institution, in a future number of PARKERGRAMS, the writer will have more to say, for it is worthy of a real story.

History Of The Duofold

Hardly a year and a half has passed since the introduction of the DUOFOLD Pen. Today the DUOFOLD Pen is the biggest selling pen of its class and character in the world. It is a pen that has made its record clear around the world; a pen that is used by the most notable people in the world as well as tens or hundreds of thousands of those whose names do not appear in the head lines of the daily papers.

There is a reason for it!

The extraordinary value put into this pen and the fact that it is guaranteed for a period of twenty-five years against imperfections, makes it in the long run the cheapest fountain pen one can possibly buy.

The writer has a confession to make, however, in regard to this. This pen was put out somewhat against his judgment as he did not think that a pen of this character would sell at the time it was offered to the market. A year and a half ago this country was probably experiencing the

(Continued on page 14)

Prepare For Holiday Business --

Make It A Parker Christmas.

The old, old story—what to get for Christmas for friends and relatives is the biggest worry confronting your customers now. The live dealer who suggests the most suitable gifts and puts forth good selling effort, is the dealer who is going to get the holiday trade. The indecision in men as to what to get is probably more marked than in women.

Every man who comes into your store or passes by your window is in the market for several Christmas gifts. This man being of the ordinary run of men will greatly appreciate it when he comes into your store if you will take him up to your Parker Pen case, and say:

"Mr. Jones, make this a Parker Pen Christmas and your troubles will be over." Tell him how he can supply his family and friends with DUOFOLD Pens and Parker Duofold Juniors in regular and De Luxe models, Lady Duofolds, Parker black pens. All make attractive gifts for friends and relatives. The Parker Pencil also makes an extremely welcome gift. The Parker Duette Set makes a better gift.

If you can attract the woman purchaser of Christmas gifts, as well as the man, and we believe you can with a Parker window display and proper selling attention, you can also walk up to Mrs. Smith and say, "Well, Mrs. Smith, I see you are all tired out shopping. Christmas shopping is one of your hardest jobs, I know. We have been selling Parker Pens this year as Christmas gifts and we believe they make the nicest gift that one can send a relative or friend." Mrs. Smith, who is all tired out shopping, will think of at least one person who would appreciate a pen or pencil, or Duette Set.

By proper selling methods you should be able to average one sale to every customer, as many will buy more than one.

We cannot urge you too strongly to look at this Christmas gift suggestion as the means of eliminating anxiety in shopping and making the customer feel that he is giving something useful as a remembrance, something that will last more than five minutes during the distribution of gifts on Christmas morning.

Parker Ink

Are you carrying Parker Ink for Parker Pens?

If not, are you not overlooking an excellent opportunity to cash in on some additional profits?

How frequently you have noticed when a man buys a fountain pen and as he is about to pay for it, he says, "What kind of ink do you recommend? Do you carry Parker Ink?" If you sold him some other brand of fountain pen, he would be pretty apt to ask for the brand of ink that was represented by the pen. In other words, the man seems to have just a little more confidence in ink that bears the same name as the pen as he seems to think it was made especially for that pen.

Anyhow, we are selling an ink made so fine and so perfect that we know it makes our pens work better than the ordinary kind of ink. We are anxious to have you sell Parker Ink because

it makes Parker Pens work better. At the same time it will pay you a nice profit. Look over the following price list and see if it is not good business for you to put in an order for some inks.

010	2 oz. sq. bottle, composition tops, blue-black, 3 dz. to a case, gross.....	\$12.00
15	3 oz. sq. bottle, composition tops, blue-black, 3 dz. to a case, per doz., \$1.85; gross.....	22.00
094A	1 oz. Travelers' blue-black, wood case, screw top; doz.....	3.50
01	1 qt. writing fluid, blue-black doz	12.00
02	1 pt. writing fluid (1 pt. 65c) blue-black; doz.....	7.50
03	Half pt. writing fluid (half pt., 38c), per doz.....	4.50
0612	Colored, black, red, green, purple violet; in 2 oz.; per gross.....	20.00

Sign Up Now For The Christmas Display

We are going to have ready soon a Christmas display that you will surely want to put in your window and keep there during the holiday season. It is going to be one of the most attractive displays we ever sent out. In order that you may secure this window set we are enclosing a blank for you to fill out. Please fill this out so that we can book you for a window display and have the material to you in plenty of time.

There is money in pushing Parker Pens, Pencils and Duette Sets. You will certainly be more than repaid for your time and effort in installing this display. Through our advertising we are going to make this a Parker Christmas. This can easily be done by your help.

Every member of every family who is old enough to write needs a writing instrument of some kind. Your window properly decorated with a Parker window display will be a great help in solving the problem of what to give. Your customers will appreciate gift suggestions and the recipients will be extremely well pleased. By concentrating some of your efforts on selling Parkers this Christmas, you will find you will

make more sales quicker, and at a much better profit to you than any other line you can push. The window display will help you.

Fill out the order blank enclosed today and mail it at once. This order blank was not made for the waste-basket, but for your use. Fill it out now before you are interrupted.

Enter your window for this prize money. All you have to do to enter your window for these prizes is to sign the enclosed order blank. We must know the date you will trim your window with Parker display material.

We must have a photograph of your Parker window by January 15, 1923.

These are the only two conditions on this window trimming contest.

- 1st Prize—\$50 cash
- 2nd Prize—\$25 cash
- 3rd Prize—\$10 cash
- 4th Prize—\$ 5 cash
- 5th Prize—\$ 5 cash
- 6th Prize—\$ 5 Duofold Jr.



PRIZE WINNERS

In Vacation Clearance Sale Window Display Contest



First Prize--

The Hook Drug Company, Indianapolis, made good use of all window space with a bold attention compelling display.

Second Prize--

Herbert G. Wright, Syracuse, New York, second prize winner, demonstrated what can be done with Parker display material.

The judges in the window display contest conducted in connection with the Vacation Clearance Sale had an unusually hard time deciding upon the winners. There were so many splendid displays to choose from that it took much longer to decide upon the winners than was expected.

The decision of the judges was as follows:

- 1st Prize—\$50 cash—Hook Drug Co., Indianapolis, Ind. Trimmed by Mr. F. X. Kinzie.
- 2nd Prize—\$25 cash—Herbert G. Wright, Syracuse, New York.
- 3rd Prize—\$15 cash—Morrison's Pharmacy, Barron, Wisconsin.
- 4th Prize—\$5 cash—Lundborg & Co. Inc., Worcester, Mass.
- 5th Prize—\$5 Duofold Jr.—Bailey & Lamb, Big Timber, Mont.



PRIZE WINNERS

(Continued)

Several displays deserve honorable mention here, among those receiving votes by the judges were:

Segel Drug Co., Nyack, New York.

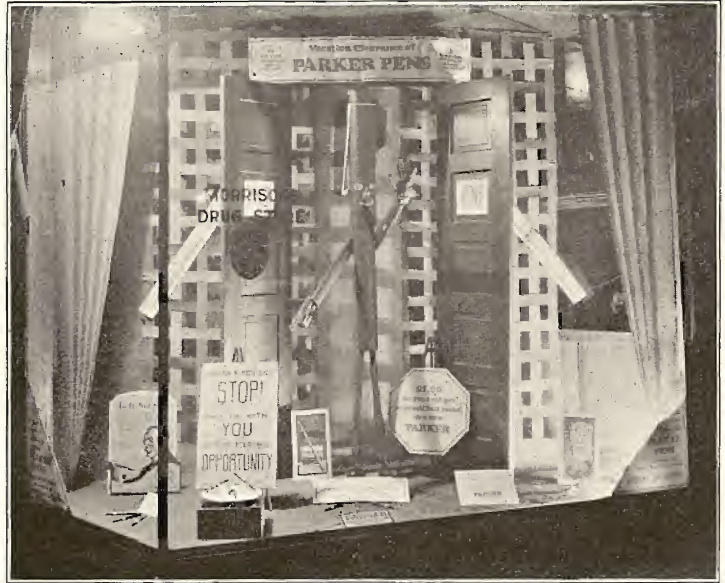
Harry W. Scriven, Olyphant, Pa.

University Book Store, University of Chicago.

N. & J. Drug Store, Chicago, Illinois.

The judges were asked to keep two thoughts in mind in their decision: 1st, the attention and sales producing value of the display; 2nd, the appropriateness of the window trim.

We believe they made good selections. Some showed a great deal of thought and skill, while



Third Prize-- A good stopper for the passer by takes third money. C. C. Morrison, Barron, Wisconsin, is the gentleman who had this idea.

others by sheer mass appeal brought home the money.

This window display contest was such a success that we are going to offer dealers \$100 in prizes for the six best Christmas displays.

This contest is free to all Parker dealers. Full information will be found on page 5. Sign up for the Christmas display on the enclosed blank.



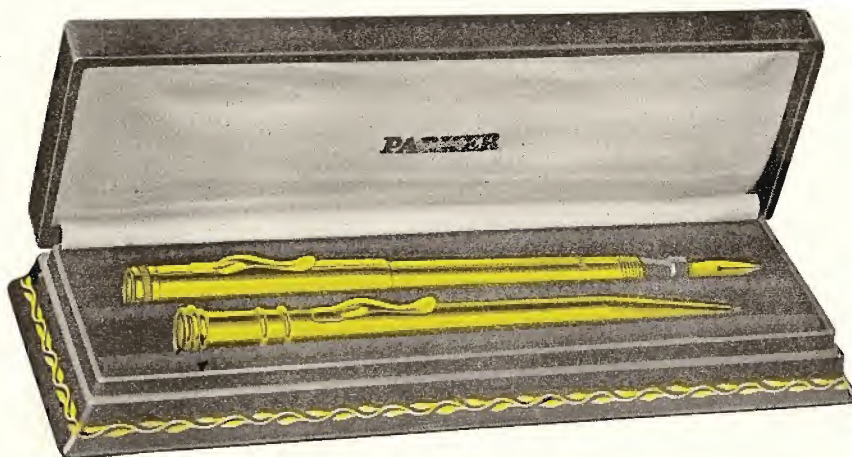
Fourth Prize-- Fourth prize goes to Lundborg & Company, Inc., Worcester, Mass.



Fifth Prize-- Bailey & Lamb, Big Timber, Montana, got over the vacation idea in their display.

Appropriate Christmas Gifts

Parker Duette Sets



Beautiful and extremely serviceable Parker Duette Sets make ideal Christmas gifts. We can highly recommend them as holiday gifts for any member of the family or a gift for a friend.

These sets, composed of a metal barreled pen and a Parker pencil, are made with jeweler's precision and look the part.

As far as beauty is concerned, they are superior to any Duette Set with which we are familiar and their mechanical perfection makes them without a doubt the most serviceable and lasting gift that can be given.

The Parker metal barreled pen retains all of the Parker features that have for thirty-one years made the Parker the standard fountain pen. The Lucky Curve, feed, fine carefully made point, and leak-proof self-filling mechanism are all retained in these pens. One advantage of the metal barreled

pens, besides beauty, is that they hold an unusually large supply of ink.

The Parker Pencil is finished to match the pen. It has a worm drive. Its nickel plated mechanism propels, repels and expels the lead automatically, using the lead to the smallest piece. The bayonet lock permits easy access to the eraser and replacing the leads is a most simple operation. The long tapered point makes the Parker Pencil one of the most handsome of pencils.

These Duette Sets come in plain and several artistically designed patterns. They are furnished in Sterling, Yellow Gold and Green Gold finishes.

On the opposite page we show a few of these outfits. Below we give you a description of these sets and their prices. Above is shown the jeweler's box of black and gold. All Duette Sets are furnished in these boxes.

Duette Set Prices.

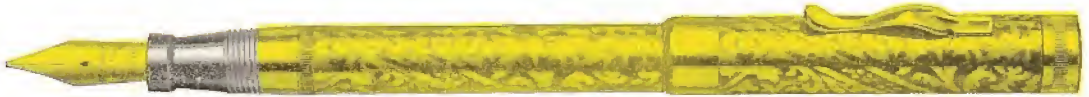
M-301-CM Sterling, plain.....	\$ 9.00	M-511-CM Yellow Gold, Brocade.....	15.00
M-301-RM Sterling	9.00	M-511-RM Yellow Gold, Brocade.....	15.00
M-310-CM Sterling Brocade.....	11.00	M-401-CM Green Gold, plain.....	13.00
M-310-RM Sterling Brocade	11.00	M-401-RM Green Gold, plain.....	13.00
M-501-CM Yellow Gold, plain.....	11.00	M-403-CM Green Gold, eng. turned.....	14.00
M-501-RM Yellow Gold, plain.....	11.00	M-403-RM Green Gold, eng. turned.....	14.00
M-504-CM Yellow Gold, eng. turned.....	13.00	M-405-CM Green Gold, chased.....	16.00
M-504-RM Yellow Gold, eng. turned.....	13.00	M-405-RM Green Gold, chased.....	16.00



M 501 CM Plain \$11.00



M 504 RM Engine Turned \$13.00



M 511 CM Brocade \$15.00



M 403 RM Engine Turned \$14.00



M 405 CM Chased \$16.00



Illustration of No. 20-S-JK-SF
 No. 20 \$2.75 No. 23 \$3.25 No. 24 \$4.25 No. 25 \$5.25 No. 26 \$6.25 No. 28 \$8.25



Illustration of No. 26 1/2-S-JK-SF
 No. 20 1/2 \$2.75 No. 23 1/2 \$3.25 No. 24 1/2 \$4.25 No. 25 1/2 \$5.25 No. 26 1/2 \$6.25 No. 28 1/2 \$8.25



Illustration of No. 24 S-JK-SF 1 Band
 No. 20 \$3.50 No. 23 \$4.00 No. 24 \$5.00 No. 25 \$6.00



Illustration of No. 23 1/2 S-JK-SF 2 Bands
 No. 20 1/2 \$4.25 No. 23 1/2 \$4.75 No. 24 1/2 \$5.75 No. 25 1/2 \$6.75

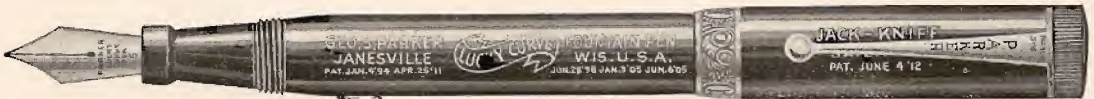


Illustration of No. 25-S-JK-SF 1 Eng. Band
 No. 20 \$3.50 No. 23 \$4.00 No. 24 \$5.00 No. 25 \$6.00



Illustration of No. 24 1/2 S-JK-SF 2 Eng. Bands
 No. 20 1/2 \$4.25 No. 23 1/2 \$4.75 No. 24 1/2 \$5.75 No. 25 1/2 \$6.75



Illustration of No. 23-S-JK
 No. 20 \$3.75 No. 23 \$4.25 No. 24 \$5.25 No. 25 \$6.25

Prices quoted above include nickel clips.
 If gold clips are wanted add 50 to the above prices.
 Screw rings on caps can be supplied instead of clips at the same price as for clips.

All the pens shown here are made in two sizes long or "L" and short or "S" (as shown above). In ordering place the letter "S" or "L" after the catalogue number to designate size wanted, thus No. 20 S.

On all pens wanted with screw cap add "JK" (jack knife) to catalogue number thus No. 20-L-JK.

All pens are supplied as self-fillers or non-self-fillers as desired. In ordering self-fillers add the letters "SF" to catalogue number, thus (No. 20 S-JK-SF).

These pens are furnished with fine, medium, coarse, stub, or special type pen points. In ordering please specify which points wanted.

The 1/2 after the number indicates a chased barrel.

Parker Pencils

Here is an article that is deserving of the very widest range of demand. We believe you hardly realize what you have in this pencil. A mechanism, in the first place, that is made with the accuracy and beauty of the works of a fine watch.

All of the interior mechanism of the Parker Pencil is beautifully nickel-plated to keep it from rusting even in a humid climate.

The lead impels and propels. New lead can be inserted in a matter of a few seconds. The eraser is almost instantly accessible. The balance of the pencil is such that it has a good "feel." The design is unsurpassed, we believe, by any other pencil on the market.

One dealer whom the writer knows very well was carrying an assortment of some six or eight dozen of the best known make of pencil that has had a remarkable sale, and it is a good pencil.

This dealer in four days' time demonstrated to himself as to whether or not the Parker Pencil would sell. He took this other well-known make of pencil and demonstrated to the customer what it would do and what it would not do, then he would take a Parker Pencil and demonstrate this and put the two pencils down on the showcase before the prospective buyer and say, "Here are two pencils, both made by well-known companies. This is what the Parker Pencil will do, and this is what the B— pencil will do." In five days' time, the dealer had sold two of the B— pencils and forty-eight of the Parker Pencils.

So much for giving a service demonstration with sales.

Parker Dollar Pencils

Now we have a \$1.00 pencil and the entire line is well worth looking into. See it listed elsewhere in PARKERGRAMS.

Medium Length With Clip:

The new Parker Pencil is made in one size only—medium length with clip.

Chased or Plain:

It is furnished in either chased or plain barrels. Heavy Triple Plate finish.

Feed Mechanism:

The lead is propelled by turning cap to the right. It may be repelled by turning cap to left and pressing lead back in. Leads are not

scratched or shaved and there is no possibility of jamming or clogging.

Accessible Eraser:

The eraser on this pencil is instantly accessible by simply removing the cap.

Extra Leads:

From 12 to 14 leads of standard size $1\frac{1}{4}$ inches long are carried in the chamber directly below the eraser cup. New leads are quickly inserted through the tip.

Discounts:

Less than dozen lots, 33 1-3% discount; in dozen lots and larger, +0%. No quantity rebates.

Selling:

The Parker Dollar Pencil is tastefully designed and carefully made to give satisfaction. It is the biggest dollar's worth on the pencil market.

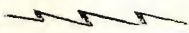
They are fast sellers. There is big value in the No. 91 or No. 98 PARKER PENCIL at \$1.00. Order a trial shipment now.



No. 91 \$1.00



No. 98 \$1.00



501 CL Yellow Gold \$3.00

401 CL Green Gold \$4.00



501 RM Yellow Gold \$3.00

401 RM Green Gold \$4.00



502 CM Yellow Gold \$3.50



504 CL Yellow Gold \$4.00



504 RM Yellow Gold \$4.00



511 CM Yellow Gold \$5.00



511 CL Yellow Gold \$5.00



403 RM Green Gold \$4.50



405 CM Green Gold \$5.50



412 CL Green Gold \$7.50



Illustration of No. 101 CL Triple Plate \$1.50 or 301 CL \$2.50



Illustration of No. 101 CM Triple Plate \$1.50 or 301 CM \$2.50

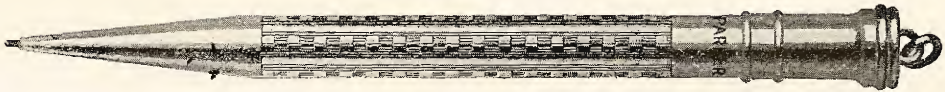


Illustration of No. 106 RM Triple Plate \$1.75



Illustration of No. 107 CL Triple Plate \$2.00



Illustration of No. 308 CM Sterling \$3.00



Illustration of No. 308 RM Sterling \$3.00



Illustration of No. 309 CL Sterling \$3.50



Illustration of No. 310 CM Sterling \$4.00



Illustration of No. 310 RM Sterling \$4.00

History Of The Duofold

(Continued from page 3)

greatest business depression that it has known for many years.

One of our branch managers had an idea about this pen and he thought it would sell. He submitted this idea to the home office and still the home office was skeptical. Then this branch manager jumped on the train and came clear to Janesville to put over his idea. The writer listened patiently to him and as this man was a valuable man, we did not want to offend him, so concluded to have a few samples made up. In fact, there was something like 100 made up. Thirty-five of these went to the travelers as samples and the other 65 we retained as stock, believing that this would be ample to take care of all the orders that might come to us for the DUOFOLD Pen for some time. Imagine our surprise, however, for about as soon as the samples got into the hands of the travelers they commenced to send in orders for one, two, and possibly in some cases, a half dozen DUOFOLDS. The strangest part of the story is, however, that as soon as these dealers got the goods in stock, they commenced to ask us to duplicate their orders or send larger orders.

We began to realize that the DUOFOLD Pen had struck a responsive chord that we had not supposed existed. Since that date the sale of the DUOFOLD Pen has grown by leaps and bounds until today one-half of our entire production we turn out is DUOFOLD Pens, and the volume of trade is of such character as to cause us to believe that the ground has only just been scratched.

The writer had to acknowledge that his judgment in regard to the demand for this was wrong. The buying public was more discriminating and appreciative than he thought and this public acknowledgement is made. If there is any dealer who is skeptical in regard to the sale of the DUOFOLD, he can have the satisfaction of knowing that the man at the head of this company at one time shared in the skepticism, but has been obliged since to acknowledge that his judgment was entirely wrong. Very much so!

What is the secret of the success of this pen?

We made this pen and are still making it a SUPER-PEN. All of the refinements that could possibly be built into the pen were built into it. The nibs were especially ground, especially hammered, especially tempered, so that the pen, stiff as it is, has the "feel" of a comparatively soft pen and it writes the instant it touches the paper. The coarse points can be used on all sorts of paper. Probably no fountain pen can be loaned as much as this pen and still come back to the owner in its original condition.

The writer, on his trip around the world, carried one of these DUOFOLD Pens, which has been written with by Chinese, Japanese, Japanese, Indians, almost all nationalities of Europeans, and was offered all sorts of ridiculous and almost fabulous prices for this during his trip but as he had only this sample, could not part with it. Today the pen is perhaps better than it was when it started out and were you to offer the writer \$100 for this pen, it could not be had.

Such, in brief, is the story of the DUOFOLD.

While the discount on the DUOFOLD is not quite as great as it is on the other line, due to the fact that when the price was made on the DUOFOLD, it was made somewhat arbitrarily, not thinking it would have anything of a sale, consequently it was underpriced. Today a quality is being put into the DUOFOLD that makes it absolutely necessary to sell it at a slightly less discount than on the regular line, but on the other hand the fact is, when a dealer sells a DUOFOLD he is making a profit on the individual sale that almost equals the full retail price of the \$2.50 pen. If he buys so that he gets the highest rate of discount, namely 40%, then his profit on the DUOFOLD would be \$2.80, which is 30c more than the entire retail price of the \$2.50 pen.

Just think of it. Did you ever before see such an opportunity for sales? Thousands of dealers are taking advantage of the opportunity proffered.

Another thing, whenever a man buys one of these DUOFOLD Pens, he finds its writing qualities are so extraordinary that he feels ex-

ceedingly good in regard to the purchase and the first friend he comes to he takes the big red pen out of his pocket and he begins to show the pen and demonstrate it, and says that of all the fountain pens he has bought for the last ten or twenty years, this is so far ahead of anything he has ever seen that he gets this friend interested. Mr. Friend immediately hunts up a dealer and wants a pen like the one he has just seen.

It is the greatest case of self-advertising we have ever seen.

It is practically certain that we will be unable to care for all of the business that comes to us between now and January 1st. Therefore the writer's suggestion is to you, if you want to share in the remarkable opportunity of money making which the sale of this pen affords, get your order in immediately, otherwise you are going to be disappointed.

An Incident

comes to the writer's mind of a firm in a fair sized city who has such a demand for these goods that they order by telegram at least two times a week and have for some times. Large firms, not dealers, are buying these pens to give away for trade increasers to make an impression on the minds of favored customers. The pen has made such a success that it has nonplussed competitors and quite a number of infringers of the smaller fry, who have not appreciated the fact that the word, "DUOFOLD" is protected by copyright trademark, likewise the *Color Design* is also covered by trademark design, all seem to want to share in the wonderful prosperity that has come to the introduction, sale and advertising of this pen.

I wish to say to any dealer who has not yet stocked this pen, if you do not immediately you are overlooking one of the biggest money making opportunities ever proffered in the fountain pen world.

Do you realize that this pen is bought by tens of thousands of people who would ordinarily buy a \$2.50 pen?

Christmas

We have what is a piece of Christmas advertising cut-away E



No. 7

The World

Naturally This sign dominate a

There is of the great Suez Canal in Egypt; in the winter canal and out into the Indian Ocean is part of the From Bombay the journey was pointing northward up into Agra and Delhi, but eloquent northeast through the historic city of Jim and Jim to the city of Benares, which has city for more than twenty-five hundred still is; then continuing on through FOLD of to the wonderful city of Calcutta.

DUOFOLD the journey continued by ocean India; ultimately to Penang and Singapore, which by the way is just from the equator. From Singapore

We have continued across the equator down by an easy wonderful land of Java, of which so the caption on, and it gives a surprise to most people—Buy a that some forty million people live

The w oblong island. After visiting Java, English he was resumed back across the equator and north through the Federated States; then south again eventually sail that is Singapore for Manila, where it looked the flag of Uncle Sam flying again; case to the flag of Uncle Sam flying again; on an island some thirty-five miles in what do ce. Then northeast from Hongkong back and on; then the next stop was Shanghai, "Do you

peals to rawther thinking sign, I w prietor t

Pride in the sale a fine au proud of the ordi If you



more thoard the S. S. Trevore enroute for anything. The man at the left is Mr. Stella, ing. ent for Parker Pens in Bombay and n India.

Christmas Gift of the Year Parker Duofolds



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